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At the Atlantic City Beauty Pageant, Susan Ladwig was the only one who knew where the cigarettes were hidden. Her fellow contestants voted her Miss Congeniality of 1937.

You've come a long way, baby.

**VIRGINIA
SLIMS.**

Slimmer than the fat cigarettes men smoke.

Fashions by
Giorgio di Sant Angelo

Regular: 17 mg. "tar," 1.1 mg. nicotine—Menthol: 10 mg. "tar,"
1.2 mg. nicotine av. per cigarette, FTC Report Aug '71

